



ORDER

Flight Dates **09/18/12-09/24/12**

Contract / Revision **311331 /**

Original Date / Revision
09/17/12 09/24/12

Advertiser **Flake / Republican / US Sen:**

Agency **Smart Media Group**

Buying Contact

**814 King Street - Suite 400
Alexandria, VA 22314-3039**

Product

Flake for Senate

Agency Com 15%

Billing Contact

**814 King Street - Suite 400
Alexandria, VA 22314-3039**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:13:00

Estimate # **918924**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 13% Market Value 93807

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	23%	21575
KPNX	24%	22513
KPPX	%	0
KSAZ	20%	18761
KTVK	20%	18761
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	46	\$10,365.75	\$12,195.00	0.00
Totals	46	\$10,365.75	\$12,195.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/24/12	46	\$10,365.75	\$12,195.00

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KNXV	09/18/12	09/21/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	- TWTF - -	:30	4	\$225.00	P-6	0.00	NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	- TWTF - -	4		\$225.00		0.00						
N 2	KNXV	09/24/12	09/24/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	M- - - - -	:30	1	\$150.00	P-6	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M- - - - -	1		\$150.00		0.00						
N 3	KNXV	09/18/12	09/21/12		CM	7am-9am	- TWTF - -	:30	8	\$225.00	P-3	0.00	NM	8	\$1,800.00



KNXV

Print Date: 09/24/12

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Contract / Revision **311331** Flight Dates **09/18/12-09/24/12**

Hiatus Dates

Original Date / Revision 09/17/12/ 09/24/12

Order Sep 00:13:00

Advertiser **Flake / Republican / US Ser** Product **Flake for Senate**

Estimate # **918924**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 7-9am M-F 7-9am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	- TWTF - -	8		\$225.00		0.00						
N 4	KNXV	09/24/12	09/24/12	M-F 7-9am M-F 7-9am	CM	7am-9am	M- - - - -	:30	2	\$150.00	P-6	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M- - - - -	2		\$150.00		0.00						
N 5	KNXV	09/22/12	09/22/12	Sa 6-7am GMA Sa 6-7am Good Morning ,	CM	6am-7am	- - - - - S-	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	- - - - - S-	1		\$150.00		0.00						
N 6	KNXV	09/23/12	09/23/12	Su 6-7am GMA Su 6-7am Good Morning ,	CM	6am-7am	- - - - - S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	- - - - - S	1		\$150.00		0.00						
N 7	KNXV	09/23/12	09/23/12	Su 8-9am ABC This Week	CM	8-9am	- - - - - S	:30	1	\$150.00	P-6	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	- - - - - S	1		\$150.00		0.00						
N 8	KNXV	09/18/12	09/21/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	- TWTF - -	:30	5	\$350.00	P-3	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	- TWTF - -	5		\$350.00		0.00						
N 9	KNXV	09/24/12	09/24/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	M- - - - -	:30	1	\$200.00	P-6	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M- - - - -	1		\$200.00		0.00						
N 10	KNXV	09/18/12	09/21/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	- TWTF - -	:30	4	\$450.00	P-3	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	- TWTF - -	4		\$450.00		0.00						
N 11	KNXV	09/24/12	09/24/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	M- - - - -	:30	1	\$250.00	P-6	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M- - - - -	1		\$250.00		0.00						
N 12	KNXV	09/18/12	09/21/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	- TWTF - -	:30	4	\$450.00	P-3	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	- TWTF - -	4		\$450.00		0.00						
N 13	KNXV	09/24/12	09/24/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	M- - - - -	:30	1	\$250.00	P-6	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M- - - - -	1		\$250.00		0.00						
N 14	KNXV	09/18/12	09/21/12	Jimmy Kimmel Live Jimmy Kimmel	CM	1102p-1206a / 103-	TWTF - -	:30	4	\$100.00	P-6	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	- TWTF - -	4		\$100.00		0.00						
N 15	KNXV	09/24/12	09/24/12	Jimmy Kimmel Live Jimmy Kimmel	CM	1102p-1206a / 103M-	- - - - -	:30	1	\$75.00	P-6	0.00	NM	1	\$75.00

Rate Changed from \$100 due to LUR



KNXV

Print Date: 09/24/12

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Order Sep 00:13:00

Advertiser **Flake / Republican / US Ser** Product **Flake for Senate**

Estimate # **918924**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	KNXV	09/24/12	09/24/12	Jimmy Kimmel Live Jimmy Kimmel	CM	1102p-1206a / 103M	-----	:30	1	\$75.00	P-6	0.00	NM	1	\$75.00
Rate Changed from \$100 due to LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----		1				\$75.00		0.00			
N 16	KNXV	09/22/12	09/22/12	SA 10-1035pm 10pm News	CM	10pm-1035pm	-----S-	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-		1				\$450.00		0.00			
N 17	KNXV	09/18/12	09/21/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	--W-F--	:30	2	\$500.00	P-6	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--W-F--		2				\$500.00		0.00			
N 18	KNXV	09/24/12	09/24/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	M-----	:30	1	\$500.00	P-6	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----		1				\$500.00		0.00			
N 19	KNXV	09/22/12	09/22/12	SA 530am-6am SA 530am-6am	CM	530am-6am	-----S-	:30	1	\$45.00	P-3	0.00	NM	1	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-		1				\$45.00		0.00			
N 20	KNXV	09/18/12	09/21/12	M-F 9am-10am Sonoran Living	CM	9am-10am	-TWTF--	:30	1	\$50.00	P-6	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-TWTF--		1				\$50.00		0.00			
N 21	KNXV	09/23/12	09/23/12	SU 1105pm-1135pm SU 1105pm-1135pm	CM	1105pm-1135pm	-----S	:30	1	\$25.00	P-6	0.00	NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S		1				\$25.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KNXV	09/17/12-09/23/12		SU 1105pm-1135pm		1105pm-1135pm	-----Su	:30		(\$25.00)		0.00	NM		
See MG 21.2															
[NA due to the Emmy's jtaylor 9/18]															
2	KNXV	09/23/12-09/23/12		Su 12a-1a		Su 12-1a	-----Su	:30		\$25.00		0.00	NM		
Ⓜ MG for 21.1 09/23															

*Tax 1 Note: Tax 0.5%.

Totals 46 \$12,195.00